

## ORDER



**Orders**  
**Order / Rev:** 698301  
**Alt Order #:** 06224636  
**Product Desc:** CROSSROADS GPS  
**Estimate:** 732  
**Flight Dates:** 07/30/12 - 08/03/12  
**Original Date / Rev:** 07/09/12 / 08/02/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Crossroads Media/ POL  
**Buying Contact:** Amber Blonden  
**Billing Contact:**  
 88 Canal Center Plaza Suite 555  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Crossroads GPS  
**Demographic:** A25-54  
**Product Codes:** IS-Candidate/Presidential,IS-Candidate/  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/03/12	53	\$104,900.00	\$89,165.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	53	\$104,900.00	\$89,165.00	0.00
<b>Totals</b>	<b>53</b>	<b>\$104,900.00</b>	<b>\$89,165.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WKYC	34%	\$104,900.00
Market	100%	\$308,529.41

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	26%	\$80,217.65
WJW	21%	\$64,791.18
WOIO	17%	\$52,450.00
WUAB	2%	\$6,170.59

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WKYC	08/03/12	08/03/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$575.00	P-2	0.00	NM	0	\$0.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$575.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		Tonight Show		1135p-1237a	-----F----	:30		<del>(\$575.00)</del>		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
[Prgm Change] olympics															
E 3	WKYC	08/03/12	08/03/12	M-F 3-4p The Doctors	CM	3p-4p	----F--	:30	1	\$350.00	P-2	0.00	NM	0	\$0.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



Order / Rev: 698301  
 Alt Order #: 06224636  
 Flight Dates: 07/30/12 - 08/03/12

Advertiser: Crossroads GPS  
 Product Desc: CROSSROADS GPS  
 Estimate: 732

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	WKYC	07/30/12	08/03/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime (8:00 PM-12:00 XM)	----F--	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
'12 OLYMPIC PRIME7/28/12 - 8/11/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$7,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	07/30/12-08/05/12		Olympics Prime	Olympic Primetime		8:00 PM-10:45	1-----F----	:30	\$7,500.00	0.00	NM			
E 13	WKYC	08/03/12	08/03/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$350.00		0.00						
E 14	WKYC	07/30/12	08/03/12	Olympic Late News Olympic Late News	CM	12x-12:35x	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
'12 OLYMPIC LATE NEWS7/27/12 - 8/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	M-----	1		\$2,400.00		0.00						
E 15	WKYC	07/30/12	08/03/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$575.00	P-2	0.00	NM	0	\$0.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	M-----	1		\$575.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	07/30/12-08/05/12		Tonight Show	1135p-1237a		M-----	:30	<del>(\$575.00)</del>	0.00	NM				
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
[Prgm Change] olympics															
E 16	WKYC	07/30/12	08/03/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$350.00	P-2	0.00	NM	0	\$0.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	M-----	1		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	07/30/12-08/05/12		M-F 3-4p	3p-4p		M-----	:30	<del>(\$350.00)</del>	0.00	NM				
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
E 17	WKYC	07/30/12	08/03/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$425.00	P-2	0.00	NM	0	\$0.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	M-----	1		\$425.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	07/30/12-08/05/12		M-F 4-5p	4p-5p		M-----	:30	<del>(\$425.00)</del>	0.00	NM				
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
E 18	WKYC	07/30/12	08/03/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CH 3 NEWS TODAY-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	M-----	1		\$100.00		0.00						
E 19	WKYC	07/30/12	08/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
NEWS AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	M-----	1		\$450.00		0.00						
E 20	WKYC	07/30/12	08/03/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$525.00	P-2	0.00	NM	0	\$0.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	M-----	1		\$525.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	07/30/12-08/05/12		M-F 5-6p	5p-6p		M-----	:30	<del>(\$525.00)</del>	0.00	NM				
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
E 21	WKYC	07/30/12	08/03/12		CM	6p-630p		:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-630p Channel 3 News at 6p			M-----								
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	M-----		1		\$1,400.00		0.00					
E 22	WKYC	07/30/12	08/03/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
CHANNEL 3 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	M-----		1		\$450.00		0.00					
E 23	WKYC	07/30/12	08/03/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	M-----		1		\$600.00		0.00					
E 24	WKYC	07/30/12	08/03/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$850.00	P-2	0.00	NM	0	\$0.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	M-----		1		\$850.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	NKYC	07/30/12-08/05/12	M-F 730-8p			730-8p	M-----	:30		<del>(\$850.00)</del>	0.00	NM			
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
[Prgm Change] o zone															
E 25	WKYC	07/30/12	07/30/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	M-----	:30	1	\$7,550.00	P-2	0.00	NM	1	\$7,550.00
'12 OLYMPIC PRIME7/28/12 - 8/11/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	M-----		1		\$7,550.00		0.00					
E 26	WKYC	07/30/12	08/03/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	M-----		1		\$350.00		0.00					
E 30	WKYC	07/30/12	08/03/12	Olympic Late News Olympic Late News	CM	12x-12:35x	---T---	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
'12 OLYMPIC LATE NEWS7/27/12 - 8/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	---T---		1		\$2,400.00		0.00					
E 31	WKYC	07/30/12	08/03/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$575.00	P-2	0.00	NM	6	\$6,350.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	---T---		1		\$575.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	NKYC	07/30/12-08/05/12	Tonight Show			1135p-1237a	---Th----	:30		<del>(\$575.00)</del>	0.00	NM			
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
[Prgm Change] olympics															
2	NKYC	07/30/12-08/05/12	M-F 5-6p News (Olympic)			M-F 5-6P	MTWThF----	:30		\$1,000.00	0.00	NM			
Ⓜ MG for 15.1,32.1,36.1,24.2,46.1,16.2,11.1,45.1,7.1,3.1,16.1,62.1,4.1,20.1,44.1,53.1,15.2,2.1,17.1,66.1,33.1,40.1,59.1,20.2,															
3	NKYC	07/30/12-08/05/12	M-F 5-6p News (Olympic)			M-F 5-6P	MTWThF----	:30		\$1,000.00	0.00	NM			
Ⓜ MG for 15.1,32.1,36.1,24.2,46.1,16.2,11.1,45.1,7.1,3.1,16.1,62.1,4.1,20.1,44.1,53.															

Advertiser:	Crossroads GPS
Product Desc:	CROSSROADS GPS
Estimate:	732

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 32	WKYC	08/02/12	08/02/12	M-F 3-4p The Doctors	CM	3p-4p	---T---	:30	1	\$350.00	P-2	0.00	NM	0	\$0.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---		1				\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		M-F 3-4p		3p-4p	---Th----	:30		<del>(\$350.00)</del>		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
E 33	WKYC	08/02/12	08/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$425.00	P-2	0.00	NM	0	\$0.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---		1				\$425.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		M-F 4-5p		4p-5p	---Th----	:30		<del>(\$425.00)</del>		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
E 34	WKYC	08/02/12	08/02/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CH 3 NEWS TODAY-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---		1				\$100.00		0.00			
E 35	WKYC	07/30/12	08/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
NEWS AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---		1				\$450.00		0.00			
E 36	WKYC	08/02/12	08/02/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$525.00	P-2	0.00	NM	0	\$0.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---		1				\$525.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		M-F 5-6p		5p-6p	---Th----	:30		<del>(\$525.00)</del>		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
E 37	WKYC	07/30/12	08/03/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---		1				\$1,400.00		0.00			
E 38	WKYC	07/30/12	08/03/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
CHANNEL 3 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---		1				\$450.00		0.00			
E 39	WKYC	07/30/12	08/03/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---		1				\$600.00		0.00			
E 40	WKYC	07/30/12	08/03/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$850.00	P-2	0.00	NM	0	\$0.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---		1				\$850.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		M-F 730-8p		730-8p	---Th----	:30		<del>(\$850.00)</del>		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
[Prgm Change] o zone															
E 41	WKYC	07/30/12	08/03/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	---T---	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
'12 OLYMPIC PRIME7/28/12 - 8/11/12															



Order / Rev: 698301  
 Alt Order #: 06224636  
 Flight Dates: 07/30/12 - 08/03/12

Advertiser: Crossroads GPS  
 Product Desc: CROSSROADS GPS  
 Estimate: 732  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 51	WKYC	07/30/12	08/03/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
CHANNEL 3 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-T-----					1	\$450.00		0.00			
E 53	WKYC	07/30/12	08/03/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-T-----	:30	1	\$850.00	P-2	0.00	NM	0	\$0.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-T-----					1	\$850.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		M-F 730-8p		730-8p	-T-----	:30		<del>(\$850.00)</del>		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
[Prgm Change] o zone															
E 54	WKYC	07/30/12	08/03/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	-T-----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
'12 OLYMPIC PRIME7/28/12 - 8/11/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-T-----					1	\$7,500.00		0.00			
E 55	WKYC	07/31/12	07/31/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-T-----					1	\$350.00		0.00			
E 56	WKYC	07/30/12	08/03/12	Olympic Late News Olympic Late News	CM	12x-12:35x	--W----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
'12 OLYMPIC LATE NEWS7/27/12 - 8/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----					1	\$2,400.00		0.00			
E 57	WKYC	07/30/12	08/03/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$575.00	P-2	0.00	NM	0	\$0.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----					1	\$575.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		Tonight Show		1135p-1237a	--W-----	:30		<del>(\$575.00)</del>		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
[Prgm Change] olympics															
E 58	WKYC	08/01/12	08/01/12	M-F 3-4p The Doctors	CM	3p-4p (3:00 PM-4:00 PM)	--W----	:30	1	\$350.00	P-2	0.00	NM	0	\$0.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----					1	\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		M-F 3-4p		3p-4p	(3:00 PM-4:00 P--W-----	:30		<del>(\$350.00)</del>		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
E 59	WKYC	08/01/12	08/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$425.00	P-2	0.00	NM	0	\$0.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----					1	\$425.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		M-F 4-5p		4p-5p	--W-----	:30		<del>(\$425.00)</del>		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
E 60	WKYC	08/01/12	08/01/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CH 3 NEWS TODAY-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----					1	\$100.00		0.00			
E 61	WKYC	07/30/12	08/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00

Order / Rev: 698301  
 Alt Order #: 06224636  
 Flight Dates: 07/30/12 - 08/03/12

Advertiser: Crossroads GPS  
 Product Desc: CROSSROADS GPS  
 Estimate: 732  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--W----		1				\$450.00		0.00			
E 62	WKYC	08/01/12	08/01/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$525.00	P-2	0.00	NM	0	\$0.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--W----		1				\$525.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	07/30/12-08/05/12		M-F 5-6p		5p-6p	--W-----	:30		<del>(\$525.00)</del>		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
E 63	WKYC	07/30/12	08/03/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--W----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--W----		1				\$1,400.00		0.00			
E 64	WKYC	07/30/12	08/03/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--W----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
CHANNEL 3 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--W----		1				\$450.00		0.00			
E 65	WKYC	07/30/12	08/03/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--W----		1				\$600.00		0.00			
E 66	WKYC	07/30/12	08/03/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--W----	:30	1	\$850.00	P-2	0.00	NM	0	\$0.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--W----		1				\$850.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	07/30/12-08/05/12		M-F 730-8p		730-8p	--W-----	:30		<del>(\$850.00)</del>		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
[Prgm Change] o zone															
E 67	WKYC	07/30/12	08/03/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	--W----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
'12 OLYMPIC PRIME7/28/12 - 8/11/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--W----		1				\$7,500.00		0.00			
E 68	WKYC	08/01/12	08/01/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--W----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--W----		1				\$350.00		0.00			
N70	WKYC	07/30/12	08/03/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday	----F--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	----F--		2				\$1,800.00		0.00			
N71	WKYC	07/30/12	08/03/12	M-F 5-6p News (Olympics) M-F 5-6p News (Olympics)	CM	M-F 5-6P	----F--	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	----F--		2				\$1,200.00		0.00			
N72	WKYC	07/30/12	08/03/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	----F--		1				\$2,000.00		0.00			
N73	WKYC	07/30/12	08/03/12	Olympics Zone Olympics Zone	CM	Olympics Zone	---TF--	:30	0	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	---TF--		2				\$2,400.00		0.00			



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**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N73	WKYC	07/30/12	08/03/12	Olympics Zone Olympics Zone	CM	Olympics Zone	---TF--	:30	0	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
N74	WKYC	07/30/12	08/03/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime (8:00 PM-10:30 PM)	---TF--	:30	3	\$7,950.00	P-2	0.00	NM	3	\$23,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		07/30/12	08/05/12	---TF--	3	\$7,950.00	0.00								
													Totals	53	\$104,900.00